

Cultural Action Plan 2022/23				
Priority	Activity	Outcomes	20.21	22.23
Delivering a cultural and creative community	Establishing an overarching recognition of the value of arts and culture in the borough throughout council policy	Arts and culture embedded in council policies that inform future decisions on regeneration and place making	A Creative Gravesham ratified by council and cited in relevant documents to inform place making and regeneration	Greater engagement with members and partners to align policy with cultural aspiration and regeneration.
		Recognising arts and culture as a way of bringing together and rebuilding communities	Arts and culture formed significant part of rebuilding out of covid grant applications. Local artists applied for grants from GBC culture to be part of the opening up agenda through Bloomin Lovely.	Full programme of arts activity delivered through the creative clusters including St George's and St Andrews to engage the community in the work of local and visiting artists
		Arts Partners are fully engaged with GBC culture to fulfil their potential	2 rounds of 'Make it Grants' for borough wide activity that all had community involvement at the centre. Artists invited to work with external artists to on the Light Festival.	Securing funding for grants and match funding for artists to leverage funding from other sources.
	Developing a cluster of Make It Spaces	Opening of St George's Arts Centre	St Georges still in planning stages but with input from GBC and artists	Full programme of events from December 2021 – December 2022 to be ratified and funded Drop in space for artists in adjacent unit.
		Developing a programme in St Andrew's Arts Centre	Space regularly used by artists and some community groups	St Andrew's Waterfront activity continues.

			St Andrew's 150 celebrations including  workshops and performances	
		Identifying other 'Make It Spaces' throughout the borough	Pop up spaces used including the windows of the pier and the railings on the quayside.	Increase the pop up spaces to expand into Northfleet. Developing the plinth on the pier as a year round installation space.
		Developing Gravesham Borough Market into a making space.	Used as an installation space	Explore the potential for funding to invite artists to use units to work and create whilst bringing in improved footfall through events and workshops.
	Establishing an Artist in Residence Programme	Three years of funded activity in St George's Arts Centre	Developed activity programme in the arts centre from December 2021	Application for 3 years funding to invite an artist in residence to work from the arts centre creating activity for the community and developing their own artistic practise.
	Developing the skills and diversity of our cultural workforce and that of our partners	Establishing a programme with partners that grows the cultural sector exponentially	Expansion of the Make It Grants to include Bloomin' Lovely artists commissions	To identify matched funding to offer artists and creatives to leverage in grants.
		Encouraging artists and arts organisations to relocate to Gravesham	Both Estuary 21 and The fringe festival attracted a lot of interest from artists from outside the borough to relocate.	Greater engagement with national arts organisations to showcase Gravesham as an excellent place to work.

	Creating a volunteer network to support cultural events and activities and develop knowledge within the sector.	Establishing Friends of St Andrew's	Some positive conversations with local residents and existing groups	Develop this strand further outside of the restrictions of the pandemic.
		Working with existing volunteer groups within the heritage sector to enhance skills		
	Establish a new theatre space for Gravesham that is fit for purpose and provides a community hub for the borough	New venue development – St George's phase 2	Ongoing conversations with developers and consultants	Finalisation of plans that ensure that the new space has artistic aspiration including the creating of new work and contemporary activity that responds to the post pandemic world.
	Developing a cultural environment that is no longer solely dependent on and confined by access to buildings and venues	'comet' workstream	Exploration of the ideas to ensure that events and activities have multiple strands	Further work to identify digital partners and artists who have experience in delivering hybrid models of activity.
		Enhancing our outside spaces to create a network of possible venues.	Strong programming of Fort Gardens from May to September	Development of the outdoor programme through enhanced infrastructure and use of other spaces. EG St Andrew's Gardens.
Supporting and developing artists and creatives	Establishing a grant funding programme for local artists and creatives	Strategic response to funding opportunities	Ongoing conversations with arts partners to position ourselves appropriately for potential bids	Preparation of aspirational plans with partners so that the sector is more prepared

		New work made in the borough	New pieces created in the borough from partners supported by GBC – 2 x Daisy Farris Dance. 1 x Gravesham Arts Salon, 1 x England's creative Coast, 1 x Estuary 21, 1 x LV21	More strategic approach to matched funding criteria to ensure it responds to our priorities
		Clarity of vision from GBC	Regular meetings of panel to discuss ongoing grant programme	Establish a matched funding programme with regular panel meetings and strategic direction.
	Supporting local artists and organisations to leverage funding from national bodies to support work developed in and for Gravesham.	Matched funding opportunities	Good start with artists with established artists eg Daisy Farris able to use GBC support within Arts Council England applications	Matched funding grants budget within the cultural department and encouragement and advice for artists to access.
		Establish arts and cultural hub of North Kent	Initial inroads into reaching out to artists to recognise the potential of making work in Gravesham through Estuary 21, the Estuary Associate programme and England's Creative Coast.	Greater engagement with arts partners outside of the borough including Arts Council England, Creative Estuary, Tilbury on the Thames to establish some shared cultural ideology.
	Working with our creative community to help freelance practitioners to grow their practise and take SME's to the next level supporting sustainability.	More creative businesses in Gravesham supporting the local economy and creating employment opportunities.	Engagement through external activities eg Estuary 21 and fringe has given higher profile to the potential of working with GBC. Economic development support for local arts organisations has been recognised as	Working more closely with partners and other organisations in Northfleet to support the arts and creative sector.

			highly effective in enabling them to survive the pandemic.	
	Creating an directory/website of assets, artists and creatives	Clear direction for internal and external organisations to find out what is happening and what is planned	Ongoing meetings of Gravesham Arts Salon networking group. Discussions around developing the website to establish and cultural diary. Estuary Fringe offered a potential framework of what is possible	Work with Creative Estuary through Re-Generation 2031 to appoint a cultural apprentice to develop the diary.
	Development of the live performance sector to be more flexible and responsive to change.	Flexibility built into the new venue	Ongoing discussions with the developers and consultants to ensure that the spaces are open and versatile.	Explore the idea of a culture website that includes all our activity and that of our partners.
			Considering all options when planning activity, developing the digital skills within sector and our partners.	
				Develop the outdoor programme and reinforce the importance of a hybrid programme.
Establishing a vibrant and aspirational arts and cultural events programme	Building on existing programmes to establish an annual festival of arts and culture in the summer months	Annual Fringe Festival	Successful funding application made to Arts Council England and part of the associate programme for Estuary 21.	Plan to apply for one more year of annual funding to establish the shape of the fringe festival across spaces and genres post pandemic

		Full outdoor programme using council venues	Summer programme in Fort Gardens – well received and sold out.	Exploration of other spaces post pandemic and with greater infrastructure.
Accessing other funding streams to build resilience and sustainability	Value for our residents	Arts Council England funding for fringe	Additional applications including to the Heritage Lottery Fund and partnering with arts organisation to maximise opportunities	
	Robust programme that can withstand external pressures			
Ensuring that the diversity that defines the borough is reflected in all activity.	Genuinely diverse activity for residents	Successful funded Windrush event. Ongoing relationship with Gurdwara through England's Creative Coast. Partnerships with GTown Talents on Fringe and external events. Partnership with Gravesham Pride on 1 <sup>st</sup> pride event in August 2021	Greater partnerships to be actively approached. Network event to be considered.	
Encouraging and supporting the enthusiasm for accessing culture across new platforms to develop live/as live festivals.	New opportunities to make and participate in arts activities	Increased workshops through Make it arts Grants and Bloomin Lovely artists grants all of which include community activity. Online workshops as part of fringe and	Developing digital programme to improve access and broaden the scope of activity	

			Woodville outreach through joined up working with Sports & Recreation offered arts workshops for the first time as part of 2021 Summer Fun programme in the Fort Gardens and Heritage site involvement	
	Creating a culture card offering residents access to cultural and artistic activity.	Research and Development funding bid		Applications for appropriate funding to be explored.
	Ensuring our events are working towards a low carbon borough	Arts and cultural activity makes a positive contribution to the low carbon agenda	Arts grants and workshops have had recycling focus and sustainable outcomes	Building in sustainability as a criteria for Make it Grants and matched funding applications.
Enhancing and promoting our assets and heritage	Embed creative delivery and learning opportunities into our open spaces and built heritage	Regular activity in our heritage portfolio	Milton Chantry 700 activity undertaken and successful grant installation on site. Fort Gardens installation as part of Bloomin' Lovely. Regular activity at St Andrew's Arts Centre and work created to highlight it's historic importance including 12 points of Tide a new opera. Offered 'live' character sessions at Milton Chantry and developed new internal displays and engaging visitor activities	Greater engagement with Heritage Lottery Fund to develop grants

		Volunteering opportunities in the heritage sites	Use of Woodville volunteers at heritage events	Explore the potential of a pool of heritage/cultural volunteers.
Creating new ways to interpret our unique heritage		Develop the Discover Gravesham website	Exploration of apps to enhance the visitor experience.	Continued working with app developers and the tourism section to create an entertaining and user friendly experience.
		Create exhibitions with our artefacts	Recreation of the Barrack Room display at Milton Chantry. Live historical interactions and workshops as part of the Summer Fun and Bloomin' lovely programme of events	Curation of exhibitions around specific artefacts in appropriate locations
Develop an annual series of events to showcase our heritage in a unique way		Heritage Festival	Milton Chantry 700, St Andrew's 150 and showcase of the sites through Make It Grants	Development of a heritage plan to bring the sites to life

			and Bloomin Lovely artist commissions. Involvement in the 2021 National Heritage Open Days (HODS) programme	
	Enabling our built heritage locations to enhance the visitor experience	Volunteer Training	Working with the existing groups to enhance the experience	Exploring the digital and hybrid experience to showcase the portfolio
Developing our children and young people creatively	Develop a specific funding stream of grants for young people which can be used for matched funding from external organisations	Young artists located in the borough	Work with The Gr@nd on fringe and Estuary 21	Create a budget and a panel with specific criteria to encourage young people to train and remain in the borough
	Working with youth groups to ensure that our young people are given the chance to work effectively within the creative sector.	Training opportunities in the arts sector	Conversations with Kickstart and Re:Gen 31 to establish a meaningful placement in culture	Appoint Gravesham Arts Salon placement and work with Kickstart on an arts placement in the culture team
		Advisory service for young people		Work more closely with the Gr@nd to establish a panel of arts professionals who can mentor young people wishing to enter the sector.
	Working with schools and young people to develop artists in all genres for the future.	New working practises in all areas	Woodville outreach and education in schools and creating a workshop programme throughout the pandemic. Royal Opera House bridge and cultural learning panel	Development of Education and outreach remit to work closely across culture and leisure
Working with artists and creatives in the borough	Opportunities for young people to gain	Discussions with arts organisations regarding	Embed learning opportunities into funding	

	to develop an educational/learning offer.	employment in the creative industries	placements post pandemic	and matched funding criteria
	Working with schools to enable all young people to experience live performance throughout our programmes and workshops.	Live performance embedded in schools and colleges	Schools engagement through education and outreach to engage with both live and filmed content throughout the year	